

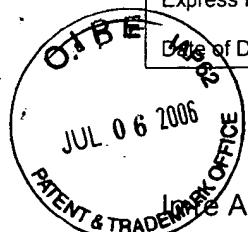
07-07-06

Elliot

**U.S.P.S. EXPRESS MAIL "POST OFFICE TO ADDRESSEE" SERVICE  
DEPOSIT INFORMATION**

Express Mail Label No.: EV 316046238 US

Date of Deposit: July 6, 2006



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**BRINKS  
HOFER  
GILSON  
& LIONE**

Appn of: Elliot Yasnovsky et al.

U.S. Patent Application Serial  
No.: 10/700,837

U.S. Filing  
Date: November 3, 2003

For: SELF-SERVICE PLATFORM FOR  
SELLING ADVERTISING

Attorney Docket No: 12729/38

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

Examiner: Namrata Boveja

Group Art Unit: 3622

**TRANSMITTAL**

Sir:

**Attached is/are:**

Response and Amendment  
 Return Receipt Postcard

**Fee calculation:**

No additional fee is required.  
 Small Entity.  
 An extension fee in an amount of \$\_\_\_\_\_ for a \_\_\_\_\_ month extension of time under 37 C.F.R. § 1.136(a).  
 A petition or processing fee in an amount of \$\_\_\_\_\_ under 37 C.F.R. § 1.17(\_\_\_\_\_\_).  
 An additional filing fee has been calculated as shown below:

					Small Entity			Not a Small Entity	
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	or	Rate	Add'l Fee
Total		Minus			x \$25=			x \$50=	
Indep.		Minus			x \$100=			x \$200=	
First Presentation of Multiple Dep. Claim					+\$180=			+\$360=	
					Total	\$		Total	\$

**Fee payment:**

A check in the amount of \$\_\_\_\_\_ is enclosed.  
 Please charge Deposit Account No. 23-1925 in the amount of \$\_\_\_\_\_. A copy of this Transmittal is enclosed for this purpose.  
 Payment by credit card in the amount of \$\_\_\_\_\_ (Form PTO-2038 is attached).  
 The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,

Scott A. Timmerman (Reg. No. 55,678)

July 6, 2006

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**RESPONSE AND AMENDMENT**

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated April 6, 2006, please enter the following response and amendment: